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LAPORAN TRACER STUDY

INSTITUT KOMUNIKASI & BISNIS LSPR JAKARTA 2024

TRACER STUDY IKB
LSPR 2024

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TRACER STUDY

REPORT

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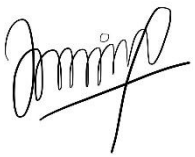


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I. TRACER STUDY LSPR INSTITUTE

Tracer study is a research conducted by universities to obtain useful information for the benefit of evaluating higher education outcomes. It can subsequently be used for the improvement and quality assurance of higher education institutions.

Furthermore, tracer study also provides information on the relationship between higher education and the world of professional work, assess the relevance of higher education, providing information for stakeholders, and it's the complete requirements for higher accreditation.

The tracer study conducted by LSPR Institute of Communication and Business was used to measure industry absorption of graduates. This study is routinely carried out every year for graduates who have graduated for 1 year and 2 years.

The instrument used for tracer study refers to questionnaires published by the Directorate General of Higher Education, Research, and Technology (Dikti) of the Ministry of Education, Culture, Research, and Technology. The reporting schedule is also carried out four (4) times in one year, namely March, June, September and December. The duration corresponds to the request on the page https://tracerstudy.kemdikbud.go.id/

The instruments that have been made will be entered into an online system in the form of a website with a cec.lspr.edu page to facilitate the process of distributing questionnaires to the intended graduates and alumni. Dissemination of information and questionnaires is done through several ways, namely:

1. Email
2. Whatsapp chat
3. Direct message on social media alumni

Furthermore, the data entered into the system will be downloaded and analyzed according to its needs and uses.

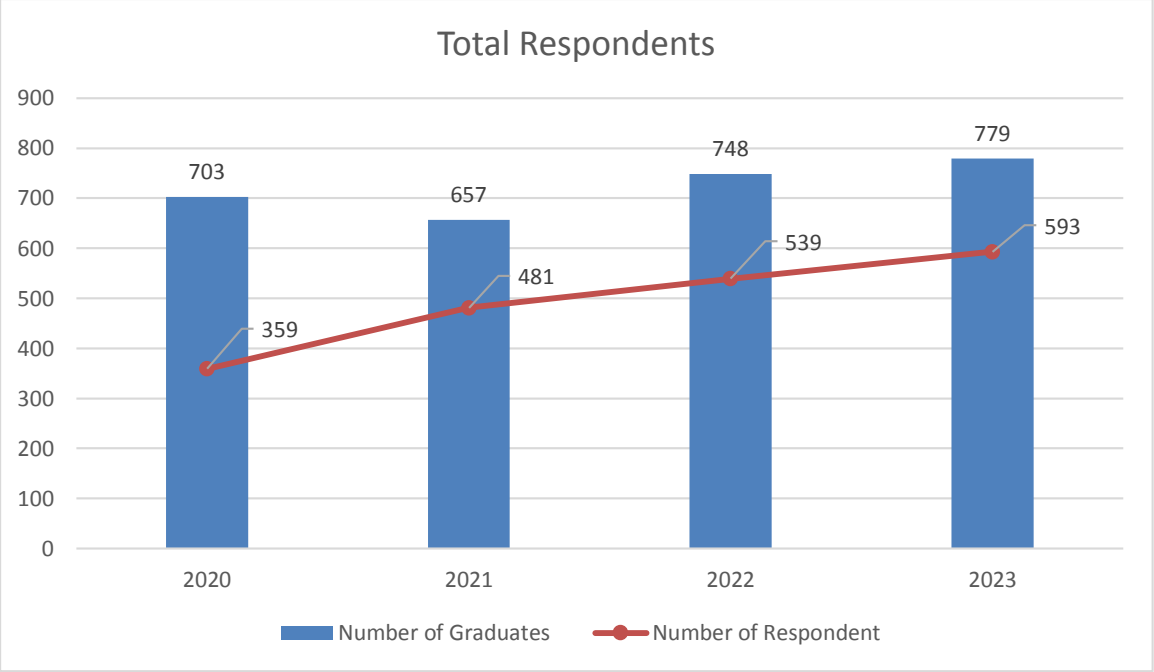
II. TRACER STUDY ANALYSIS

A. Undergraduate Programme – Communication Studies

LSPR Institute of Communication & Business has conducted tracer study surveys to graduates under communication studies in 2023 (TS), 2022 (TS-1), 2021 (TS-2) and 2020 (TS-3).

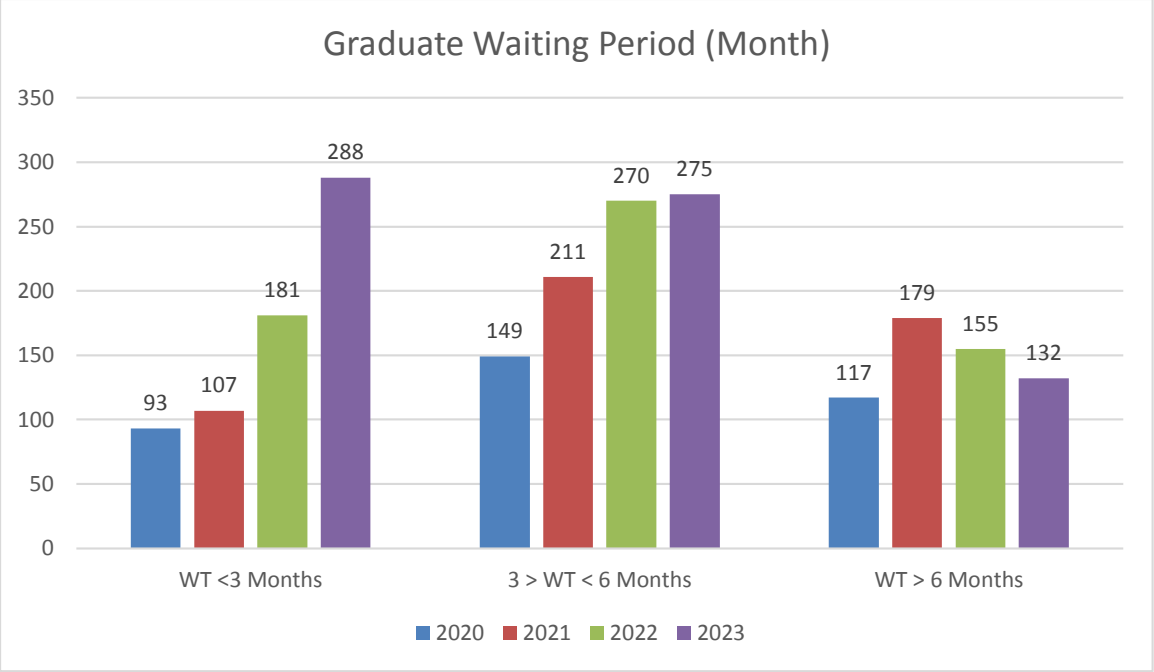
This questionnaire was distributed to alumni of undergraduate program. There is an increase in the number of respondents every year. In 2020, a survey was distributed as many as 703 graduates, and obtained respondents as many as 359 graduates. In 2021, the distribution of the survey was carried out to 657 graduates, and obtained respondents as many as 481 graduates. Then, in 2022, the survey was distributed to 748 graduates, and received 539 graduates. Then, in 2023, a dissemination was carried out to 779 graduates, and obtained respondents as many as 593 graduates.

Figure 1. Chart of Graduates Who Answered the Survey



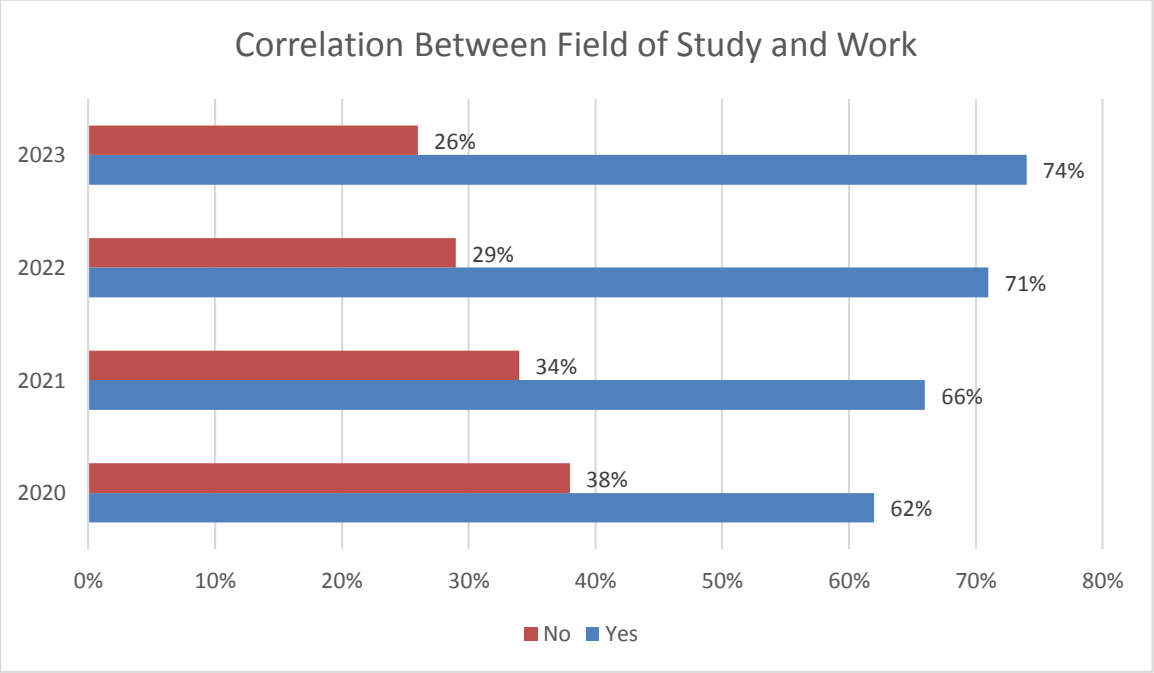
In addition, the results of the tracer study survey answers can produce data on the time period to find a job. Graduates of undergraduate programs have obtained their first jobs with an average waiting period of 3 to 6 months after the final thesis defense. This result shows that LSPR Institute graduates are very competent to enter the world of work. This is because there are courses in the form of internship programs that must be done when students are in 7th and 8th semester with a minimum duration of 3 – 6 months.

Figure 2. Chart of Time to Find a Job



Furthermore, there is a piechart that can show the suitability of the field of work of graduates in the undergraduate program each year. In 2020 graduates it is 62%, in 2021 graduates it is 66%, in 2022 graduates it is 71%, and, in 2023 graduates it is 74%.

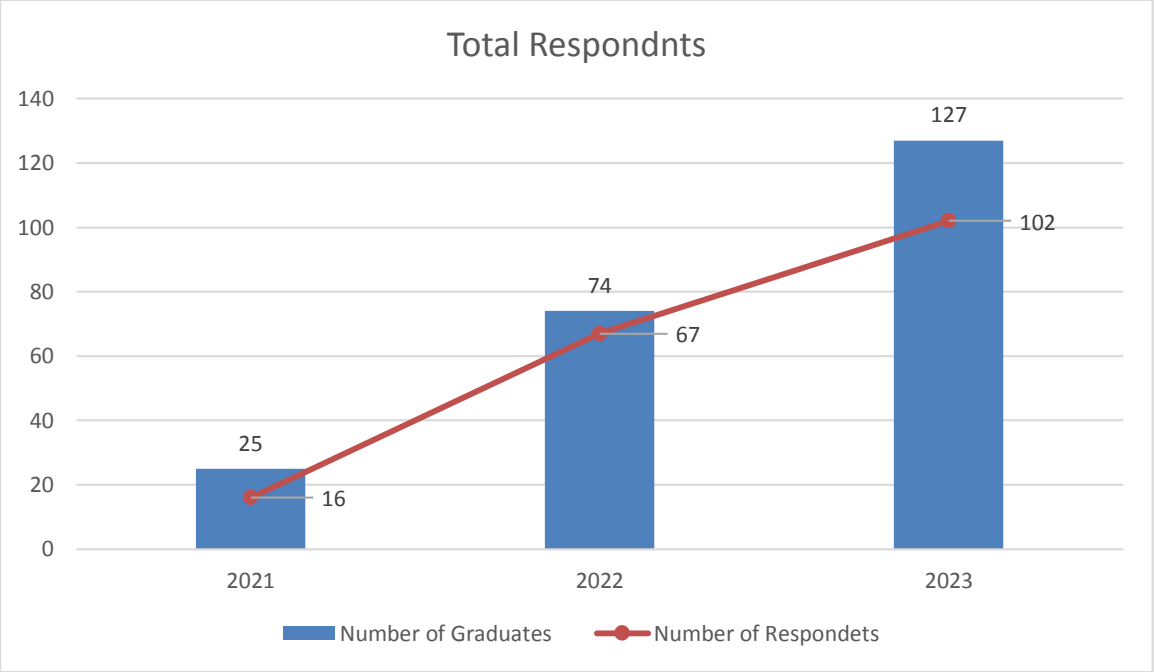
Figure 3. Pie chart of Correlation Between Field of Study and Work



B. Undergraduate Programme E Learning – Communication Studies

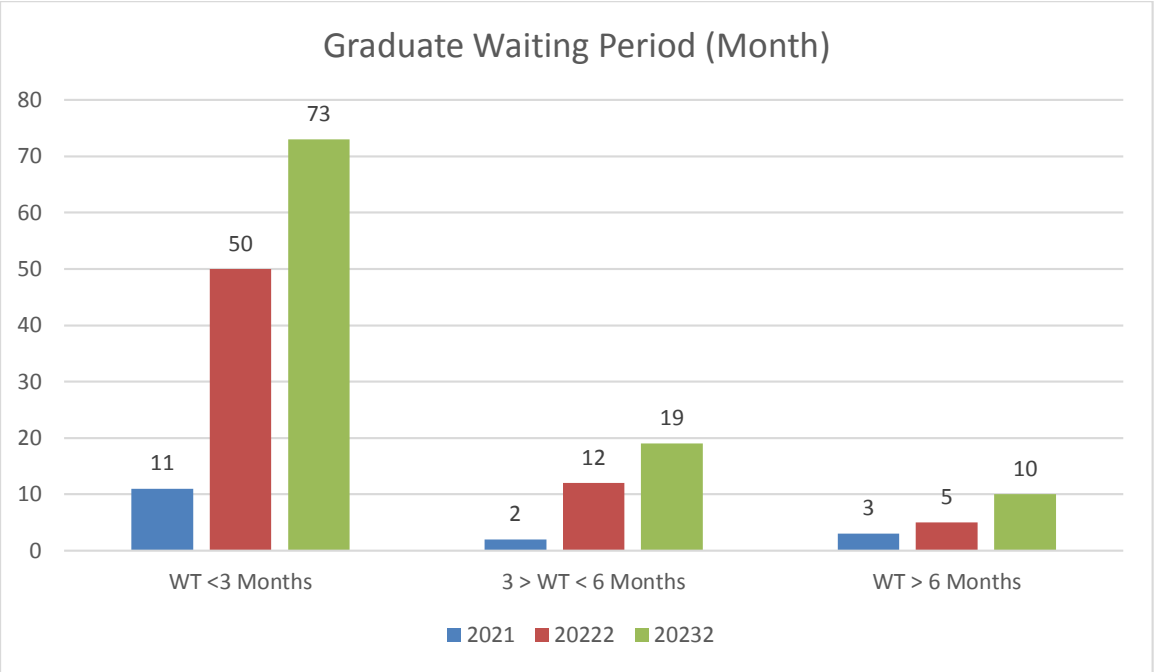
Undergraduate for communication studies in e learning programme at LSPR Institute of Communication & Business just had an alumni since 2021. Tracer study survey has conducted by LSPR Institute for graduates in 2023 (TS), 2022 (TS-1), 2021 (TS-2). There is an increase in the number of respondents every year. In 2021, the distribution of the survey was carried out to 25 graduates, and obtained respondents as many as 16 graduates. Then, in 2022, the survey was distributed to 74 graduates, and received 67 graduates. Last, in 2023, a dissemination was carried out to 127 graduates, and obtained respondents as many as 102 graduates.

Figure 1. Chart of Graduates Who Answered the Survey



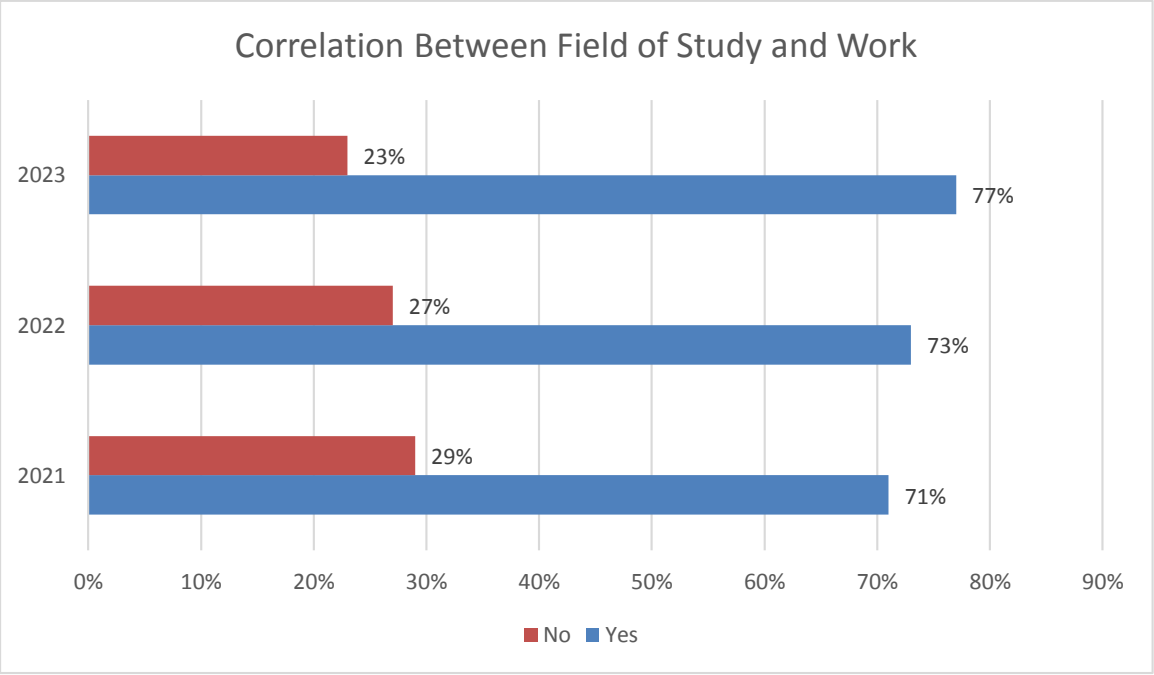
In addition, the results of the tracer study survey answers can produce data on the time period to find a job. Graduates of undergraduate programs e-learning has obtained their first jobs with an average waiting period 3 months before the final thesis defense, by cause of mostly graduates in this programme was a transfer students from diploma degrees and continued their study in undergraduates programme. Therefore, they already had a first job before graduated in undergraduate programme. This study programme also has a courses in the form of internship programs that must be done when students are in 7th and 8th semester with a minimum duration of 3 – 6 months. This result can shows that LSPR Institute graduates are very competent to enter the world of work.

Figure 2. Chart of Time to Find a Job



Furthermore, there is a piechart that can show the suitability of the field of work of graduates in the undergraduate program each year. In 2021 graduates it is 71%, in 2022 graduates it is 73%, and, in 2023 graduates it is 77%.

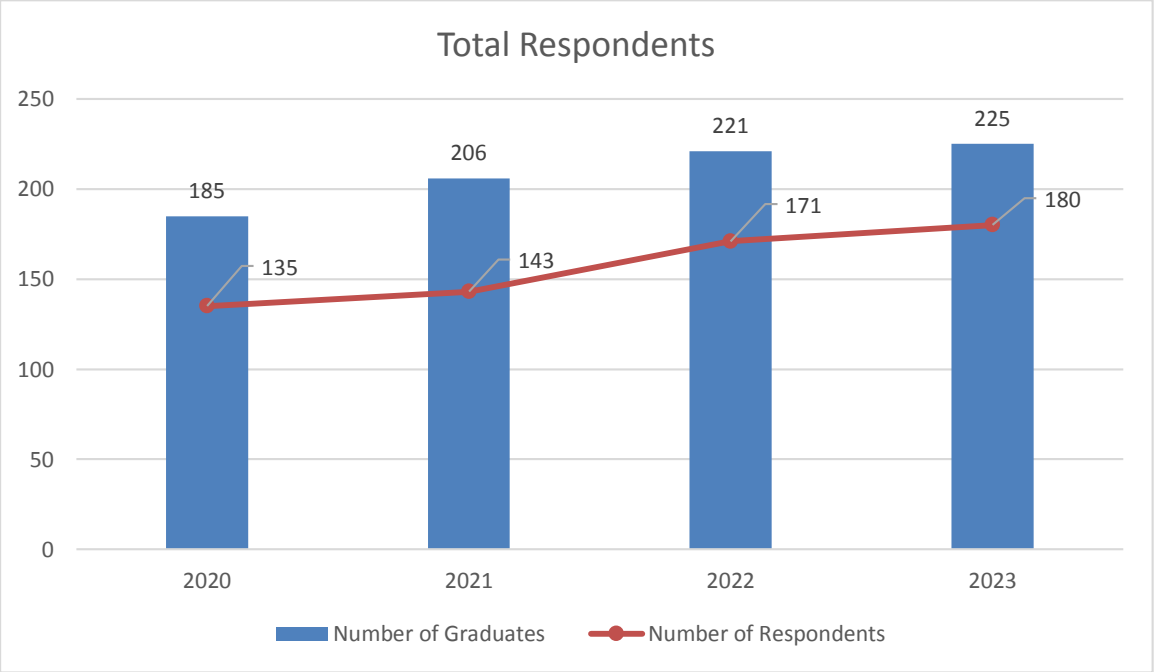
Figure 3. Pie chart of Correlation Between Field of Study and Work



C. Postgraduate Programme – Communication Studies

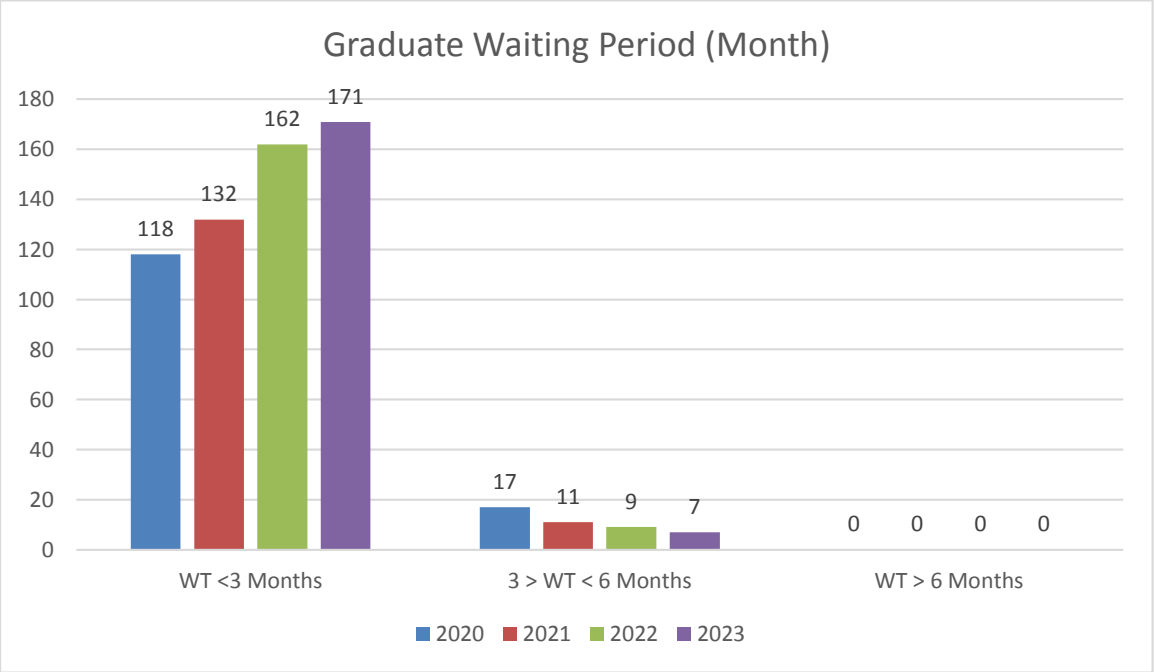
LSPR Institute of Communication & Business has conducted tracer study surveys to graduates under communication studies in 2023 (TS), 2022 (TS-1), 2021 (TS-2) and 2020 (TS-3). This questionnaire was distributed to alumni of postgraduate programme. There is an increase in the number of respondents every year. In 2020, a survey was distributed as many as 185 graduates, and obtained respondents as many as 135 graduates. In 2021, the distribution of the survey was carried out to 206 graduates, and obtained respondents as many as 143 graduates. Then, in 2022, the survey was distributed to 221 graduates, and received 171 graduates. Then, in 2023, a dissemination was carried out to 225 graduates, and obtained respondents as many as 180 graduates.

Figure 1. Chart of Graduates Who Answered the Survey



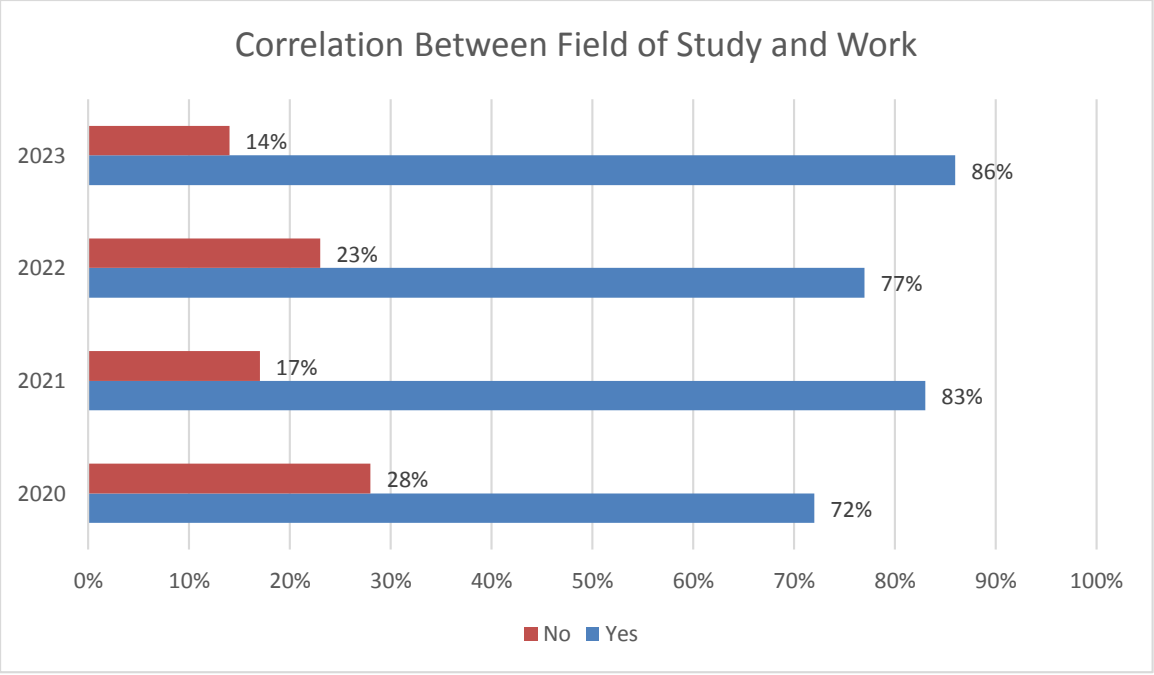
In addition, the results of the tracer study survey answers can produce data on the time period to find a job. Graduates of undergraduate programs have obtained their first jobs with an average waiting period 3 months before the final thesis defense. This is because graduates had their first job after finishing their undergraduate studies and they are very competent in the world of work.

Figure 2. Chart of Time to Find a Job



Furthermore, there is a piechart that can show the suitability of the field of work of graduates in the undergraduate program each year. In 2020 graduates it is 72%, in 2021 graduates it is 83%, in 2022 graduates it is 77%, and, in 2023 graduates it is 86%.

Figure 3. Pie chart of Correlation Between Field of Study and Work



III. USER SATISFACTION OF IKB LSPR GRADUATES

The results of the Tracer Study are also related to the graduate user satisfaction survey which is also routinely carried out every year on graduate users who have graduated for 1 year and 2 years. Graduate User Satisfaction is needed as an important input for universities to measure industry absorption of graduates, know user satisfaction and also be input in the preparation of the LSPR Institute of Communication and Business curriculum.

The instruments used related to graduate users are also adjusted to the direction of the Directorate General of Higher Education, Research, and Technology (Dikti) of the Ministry of Education, Culture, Research, and Technology, including; ethics, expertise in the field of science (main competencies), foreign language skills, the use of information technology, communication skills, cooperation and self-development. The instrument is included in a google form to facilitate the distribution of questionnaires to companies or graduates user from the organizations.

The distribution of questionnaires is done via email, Whatsapp and also call directly to alumni users. Data entered into the google form is downloaded and analyzed according to its usefulness.

Figure 7. User Satisfaction Survey Table Undergraduates Programme – Communication Studies

2021						
No	**Jenis Kemampuan**	**Tingkat Kepuasan Pengguna (%)**				**Rencana Tindak Lanjut oleh UPPS/PS**
		Sangat Baik	**Baik**	**Cukup**	**Kurang**	
1	2	3	4	5	6	2
1	Etika	52%	45%	3%	0%	
2	Keahlian pada bidang ilmu (kompetensi utama)	48%	45%	7%	0%	
3	Kemampuan berbahasa asing	43%	36%	21%	0%	
4	Penggunaan teknologi informasi	43%	53%	4%	0%	
5	Kemampuan berkomunikasi	59%	36%	5%	0%	
6	Kerjasama	41%	47%	12%	0%	
7	Pengembangan diri	38%	58%	4%	0%	
Jumlah						

2022

No	Jenis Kemampuan	Tingkat Kepuasan Pengguna (%)				Rencana Tindak Lanjut oleh UPPS/PS
		Sangat Baik	Baik	Cukup	Kurang	
1	2	3	4	5	6	2
1	Etika	47%	48%	5%	0%	
2	Keahlian pada bidang ilmu (kompetensi utama)	46%	46%	8%	0%	
3	Kemampuan berbahasa asing	49%	41%	10%	0%	
4	Penggunaan teknologi informasi	45%	54%	1%	0%	
5	Kemampuan berkomunikasi	46%	46%	9%	0%	
6	Kerjasama	40%	50%	10%	0%	
7	Pengembangan diri	36%	55%	9%	0%	
Jumlah						

2023

No	Jenis Kemampuan	Tingkat Kepuasan Pengguna (%)				Rencana Tindak Lanjut oleh UPPS/PS
		Sangat Baik	Baik	Cukup	Kurang	
1	2	3	4	5	6	2
1	Etika	52%	48%	0%	0%	
2	Keahlian pada bidang ilmu (kompetensi utama)	38%	54%	8%	0%	
3	Kemampuan berbahasa asing	39%	57%	3%	0%	
4	Penggunaan teknologi informasi	34%	58%	8%	0%	
5	Kemampuan berkomunikasi	44%	54%	2%	0%	
6	Kerjasama	45%	54%	1%	0%	
7	Pengembangan diri	47%	48%	4%	0%	
Jumlah						

Figure 8. User Satisfaction Survey Table Undergraduates Programme E Learning – Communication Studies

2022

No	Jenis Kemampuan	Tingkat Kepuasan Pengguna (%)				Rencana Tindak Lanjut oleh UPPS/PS
		Sangat Baik	Baik	Cukup	Kurang	
1	2	3	4	5	6	2
1	Etika	57%	39%	4%	0%	
2	Keahlian pada bidang ilmu (kompetensi utama)	52%	48%	0%	0%	
3	Kemampuan berbahasa asing	46%	48%	6%	0%	
4	Penggunaan teknologi informasi	44%	54%	2%	0%	
5	Kemampuan berkomunikasi	48%	48%	2%	0%	
6	Kerjasama	39%	48%	13%	0%	
7	Pengembangan diri	37%	56%	7%	0%	
Jumlah						

2023

No	Jenis Kemampuan	Tingkat Kepuasan Pengguna (%)				Rencana Tindak Lanjut oleh UPPS/PS
		Sangat Baik	Baik	Cukup	Kurang	
1	2	3	4	5	6	2
1	Etika	52%	48%	0%	0%	
2	Keahlian pada bidang ilmu (kompetensi utama)	48%	42%	10%	0%	
3	Kemampuan berbahasa asing	46%	48%	6%	0%	
4	Penggunaan teknologi informasi	47%	47%	6%	0%	
5	Kemampuan berkomunikasi	51%	49%	0%	0%	
6	Kerjasama	38%	53%	9%	0%	
7	Pengembangan diri	42%	48%	10%	0%	
Jumlah						

Figure 9. User Satisfaction Survey Table Postgraduates Programme – Communication Studies

2021

No	Jenis Kemampuan	Tingkat Kepuasan Pengguna (%)				Rencana Tindak Lanjut oleh UPPS/PS
		Sangat Baik	Baik	Cukup	Kurang	
1	2	3	4	5	6	2
1	Etika	47%	53%	0%	0%	
2	Keahlian pada bidang ilmu (kompetensi utama)	44%	51%	5%	0%	
3	Kemampuan berbahasa asing	42%	53%	5%	0%	
4	Penggunaan teknologi informasi	45%	51%	4%	0%	
5	Kemampuan berkomunikasi	43%	55%	2%	0%	
6	Kerjasama	47%	40%	3%	0%	
7	Pengembangan diri	45%	52%	3%	0%	
Jumlah						

2022

No	Jenis Kemampuan	Tingkat Kepuasan Pengguna (%)				Rencana Tindak Lanjut oleh UPPS/PS
		Sangat Baik	Baik	Cukup	Kurang	
1	2	3	4	5	6	2
1	Etika	51%	49%	0%	0%	
2	Keahlian pada bidang ilmu (kompetensi utama)	49%	48%	3%	0%	
3	Kemampuan berbahasa asing	38%	61%	8%	0%	
4	Penggunaan teknologi informasi	41%	56%	3%	0%	
5	Kemampuan berkomunikasi	41%	58%	1%	0%	
6	Kerjasama	49%	48%	3%	0%	
7	Pengembangan diri	47%	50%	3%	0%	
Jumlah						

2023

No	Jenis Kemampuan	Tingkat Kepuasan Pengguna (%)				Rencana Tindak Lanjut oleh UPPS/PS
		Sangat Baik	Baik	Cukup	Kurang	
1	2	3	4	5	6	2
1	Etika	45%	55%	0%	0%	
2	Keahlian pada bidang ilmu (kompetensi utama)	45%	53%	2%	0%	
3	Kemampuan berbahasa asing	42%	52%	6%	0%	
4	Penggunaan teknologi informasi	44%	51%	5%	0%	
5	Kemampuan berkomunikasi	45%	53%	2%	0%	
6	Kerjasama	42%	53%	5%	0%	
7	Pengembangan diri	45%	51%	4%	0%	
Jumlah						

Survey of graduate user satisfaction conducted from 2020 to 2023. Based on the results of the Tracer Study, graduate user satisfaction data was also obtained which was shared with graduate users. Generally, graduate users are satisfied with the performance of LSPR Institute of Communication and Business graduates from 2020 to 2023. The graduates not only have good knowledge and skills, but also have high ethics and cooperation.


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